

GUIDEBOOK

Education Activism Art Branding Media





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INTRODUCTION

This guidebook, includes information about the *reACT! Against Corporate Tobacco* youth empowerment movement, the corporate tobacco industry, *reACT* Crews and reACTivisms. The following chapters describe areas that are important to strengthening and sustaining *reACT*.

Why corporate tobacco? We get asked this question a lot. With all the different issues that affect youth every day, why have we chosen to focus our attention on this particular industry? There are many answers to this question, and after you get involved with the *reACT! Against Corporate Tobacco* youth empowerment movement and learn more about the corporate tobacco industry, you will find the answer that is right for you. Here are some to get you started.

First, the corporate tobacco industry markets and sells the most deadly and dangerous legal products on the market today. It is the only product that, when used as directed, will kill. And not only is it deadly, but the corporations that produce it have lied about its effects throughout the years.

It's illegal for youth under the age of 18 to use corporate tobacco products. But the tobacco industry knows that if you don't start using tobacco before you turn 18, it's very likely you won't ever use it. In fact,





90% of tobacco users begin before the age of 18. Why do they specifically target youth? Two million tobacco users worldwide each year either quit or die and the industry needs to replace these tobacco users. On many occasions, the tobacco industry refers to young people as "replacement smokers." Not only does corporate tobacco feel this way, they also lie about their intentions.

It has been proven that the tobacco industry lies. Through disclosed top-secret internal documents, they describe in their own words how they feel about their teen consumers. All of this information as well as where to find out the latest lies and manipulation from the industry and how to take action are in this guide.

Now you know. To better assist you in your tobacco prevention efforts please use this guide as a resource in building your Crews, implementing events and spreading knowledge. If at any time you have questions about any of the guidebook content, please contact us at: www.reACTMT.com, and we'll be glad to assist in whatever way we can.

So take a look, educate yourself and find your own answer to "Why reACT! Against Corporate Tobacco?"

a. What is corporate tobacco?

Corporate tobacco is a group of tobacco companies which manipulate people into using harmful, addictive products by denying or down playing their deadly effects—all for profit.

b. Who are the tobacco companies that make up corporate tobacco?

The term corporate tobacco generally refers to the five largest corporations that produce commercial tobacco products—cigarettes and spit tobacco. We're sure you are familiar with most of them. Names like Philip Morris, Reynolds American Tobacco, Lorillard Tobacco and the U.S. Smokeless Tobacco Company are just a few of the approximately 20 different tobacco companies producing hazardous products.

c. How does corporate tobacco target teens?

In the November 1998 multi-state tobacco settlement, the major cigarette companies and UST (the biggest spit tobacco company) promised not to "take any action, directly or indirectly, to target youth...in the advertising, promotion, or marketing of tobacco products." These companies claim they have fully complied with the settlement and stopped marketing to youth. But studies show that tobacco-industry marketing spending has almost doubled since the settlement, with much of the increase in strategies that reach and influence kids.



How do we know the industry has continued to target youth even after the tobacco settlement?

 Increased Tobacco Industry Spending and Advertising and Promotions

From 1998 to 2003, tobacco industry marketing increased by almost 125 percent. Much of this increase was in categories effective at reaching kids, including high-visibility store shelf displays, two-for-one promotions that make cigarettes more affordable to kids, giveaways such as hats and lighters, and instore advertising.

 Increased Cigarette Ads in Magazines with High Youth Readership

In August 2001, a New England Journal of Medicine study showed that the cigarette companies increased their advertising in youth-oriented magazines after the MSA was signed, especially for the three brands most popular with youth – Phillip Morris' Marlboro, RJ Reynolds' Camel, and Lorillard's Newport. Advertising for these brands in youth-oriented magazines (at least 15 percent youth readership or two million youth readers) increased from \$58.5 million in 1998 to \$67.4 million in 1999.

• Candy Flavored Tobacco Products

One of the tobacco industry's most bold new tactics is the creation of candy flavored cigarettes and smokeless tobacco. RJ

Reynolds, who formerly used cartoon character Joe Camel to market their products, have a new line of flavored Camel cigarettes with names like Twista' Lime, and seasonal flavored cigarettes like Bayou Blast Mardi Gras Berry Blend. Kool cigarettes now come in a special version called Smooth Fusion. The Smooth Fusions range in flavor from Caribbean Chill, Midnight Berry, Mintrigue and Mocha Taboo. U.S. Smokeless Tobacco Company has been marketing and selling chew with flavors including apple blend, peach blend, berry blend, cherry, vanilla, mint and wintergreen.

Candy flavored tobacco masks the initial harsh reactions experienced when trying tobacco products. Advertising used to market these products downplay their potential for addiction and mislead the user, often times the young and novice, into believing they are experimenting with a less harmful tobacco product.

A June 2007 study from the American Legacy Foundation found that 40 percent of youth smokers (ages 13-18) recalled seeing advertisements for flavored cigarettes. Eleven percent of youth smokers have tried flavored cigarettes and more than half of youth smokers who had heard of flavored cigarettes were interested in trying them, with almost 60 percent believing that flavored cigarettes would taste better than regular cigarettes.

 In-store Tobacco Marketing Strategies Reaching Kids

Tobacco companies are spending more marketing money at the retail stores with price discounts, prime product placement to attract buyers, and of course, advertisements. Of the \$13.1 billion spent by the cigarette companies on overall promotions in 2005 (the most recent available), \$11.5 billion, or 88 percent, was spent on point of sale advertisements, price discounts, promotional allowances, or special deals such as buy-one-get-one-free offers.

A study of California stores found that nearly 50 percent of the tobacco retailers had tobacco ads at young kids' eye level (three feet or lower), and 23 percent had cigarette product displays within six inches of candy. The issue of advertising in retail outlets is more important because 75 percent of teens visit a convenience store at least once a week and point-of-purchase advertising and displays have been found to increase average tobacco sales by 12 percent.

Cigarette Advertising Still Attracts Youth

A 2001 study by the University of Pennsylvania Annenberg School for Communication found that exposure to cigarette ads lead youth to identify smoking with popularity and relaxation, which counters any perceived risks from anti-smoking ads. Adolescents exposed to cigarette ads also perceived higher smoking

levels among their friends, which increases the likelihood that they will smoke, themselves. And youth and young adults were also more likely to recall cigarette ads than 30-year-olds. Other research studies have also specifically found that kids are three times as sensitive to tobacco advertising than adults; that kids are more likely to be influenced to smoke by cigarette marketing than by peer pressure; and that a third of underage experimentation with smoking is attributable to tobacco company advertising and promotion.

Not surprisingly, other studies have repeatedly found that the most popular cigarettes among kids are those that are also heavily advertised. For instance, a 2007 report released by the American Legacy Foundation found that 78 percent of youth (ages 13-18) usually smoke the three most marketed brands – Marlboro, Newport, and Camel.



d. What else do tobacco companies do?

They sponsor rodeos and other sporting events to create an awareness of their products among teens.

Tobacco companies also spend millions of dollars with Hollywood film studios to have actors smoke in films geared towards youth. Many studios are going tobacco-free because of the flack they get from advocates like YOU.

They also alter their products with additives! They add numerous unnatural ingredients such as hydrogen cyanide, ammonia and benzene as well as 43 other known carcinogens. Why do they add these additives? They make the products extremely addictive. The industry is not naive. They know if they can get young people hooked through marketing and appealing products, their additives will complete the addiction process.

e. Why do tobacco companies continue to promote their deadly product—especially to youth?

They do it for money. They promote their products to teens because of two words: replacement smokers. As smokers get older they get sick, and in many cases die, as a result of their tobacco use. So, if all their customers are dying, who will buy their products? Teens – their replacement smokers.

In fact the cigarette companies are addicted to underage smoking. Almost 90 percent of all regular smokers begin smoking at or before the age of 18, and hardly anybody tries their first cigarette outside of childhood. In other words, if kids stopped smoking, the cigarette companies market of smokers would shrink away to almost nothing. But thanks, in large part, to cigarette company marketing efforts, each day about 4,000 kids try smoking, and another 1,000 kids become regular daily smokers.

F. How do we know the tobacco industry targets youth?

Numerous internal tobacco industry documents, revealed in the various tobacco lawsuits, show that the tobacco companies have perceived kids as young as 13 years of age as a key market, studied the smoking habits of kids, and developed products and marketing campaigns aimed at them. As an RJ Reynolds tobacco document put it, "Many manufacturers have 'studied' the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others...Creating a 'fad' in this market can be a great bonanza."



The following are just a few of the many more internal company quotes about marketing to kids:

Philip Morris: "Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris."

RJ Reynolds: "Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term."

Brown & Williamson: "Kool's stake in the 16-to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group."

Lorillard Tobacco: "[T]he base of our business is the high school student."

U.S. Tobacco: "Cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying."

G. But what about the tobacco industry prevention campaigns?

The Phillip Morris cigarette company is trying to persuade the public that it is a good corporate citizen, despite its deadly product. The company has said it is spending roughly \$100 million per year on a campaign to improve its corporate image, and another \$100 million on a directly related campaign (including television ads) that purports to combat teen smoking. Phillip Morris has also been seeking new "anti-youth-smoking" partnerships with youth service organizations, state school systems, and major universities. But recent research and internal Phillip Morris documents disclosed in the tobacco lawsuits indicate that the company's efforts are designed to generate much-needed positive publicity for the company rather than actually reduce youth smoking.

A 1999 study found that Philip Morris's antiyouth-smoking ads were less effective than those already being used in California, Massachusetts, Arizona and Florida in those states' tobacco prevention programs (i.e. youth empowerment programs). More specifically, the study found that:

 Ads that graphically, dramatically, and emotionally portray the serious negative



consequences of smoking were consistently rated highest by respondents in terms of making them "stop and think about not using tobacco." But the Philip Morris ads said little or nothing about negative health consequences from smoking.

Ads that focused on the "choice" theme (i.e., be yourself, you can choose whether to smoke), such as those run by Philip Morris, were consistently rated lowest. If Philip Morris really wanted to reduce youth smoking, it is clear that the company could spend the millions of dollars it has allocated to anti-youth-smoking efforts more effectively. But that is not surprising given Philip Morris's history of marketing to kids and ineffectual "anti-youth-smoking" initiatives.

Here's what Phillip Morris says in public:

We don't want kids to smoke. We're intensifying our efforts that we started a number of years ago by launching this new smoking-intervention initiative, starting with these ads. [Michael E. Szymanczyk, president of Philip Morris USA, New York Times, December 3, 1998.]

In all my years at Philip Morris, I've never heard anyone talk about marketing to youth. [Geoffrey Bible, CEO of Philip Morris, Minneapolis-St. Paul Star Tribune, March 4, 1998.]

What they say in private:

[To support Marlboro's growth, Marlboro must] continue growth among new, young smokers... While Marlboro continues to attract increasing shares of young smokers, expected declines in the number of young people restrict future volume gains from this source.

[PM Doc. #2043440057/0112, 1985]

Thus, the ability to attract new smokers and develop them into a young adult franchise is key to brand development.

[PM Doc. #2044895379/484, 1992]

It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens . . . it is during the teenage years that the initial brand choice is made.

[Special Report, "Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends." PM Document #1000390803/55. March 31, 1981]



If we don't do something fast to project the sense of industry responsibility regarding the youth access issue, we are going to be looking at severe marketing restrictions in a very short time. Those restrictions will pave the way for equally severe legislation or regulation on where adults are allowed to smoke. [Philip Morris, "JJM to PM Invitational – Importance of Youth Issue," PM Doc.#2044046016, February 9,1995.

At the same time that major tobacco companies promote preventative tobacco use measures by youth, they vigorously oppose reasonable efforts to make it more difficult for kids to obtain cigarettes – such as raising tobacco excise taxes, eliminating cigarette vending machines in locations accessible by children, requiring that tobacco products be sold from being the counter, forbidding sales of single cigarettes or 'kiddie packs' (packs with fewer than 20 cigarettes), or prohibiting sales of cigarettes via the Internet and through the mail.

For more information on corporate tobacco marketing practices or prevention promotion visit www.tobaccofreekids.org and view the following fact sheets:

- Tobacco Marketing that Reaches Kids Pointof-Purchase Advertising and Promotions
- · Tobacco Industry Continues to Market to Kids
- Tobacco Company Marketing to Kids
- · Phillip Morris and Targeting Kids
- Cigarette Company Youth Access Initiatives:
 Fake and Ineffective





a. What is reACT?

reACT! Against Corporate Tobacco is a movement, a campaign and a force to be reckoned with. reACT is Montana's first and only teen-led movement against the corporate tobacco industry. Funded and staffed by the Montana Tobacco Use Prevention Program (MTUPP), reACT joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death—corporate tobacco use. In a nutshell, reACT is media literacy, peer education and grass roots advocacy all rolled into one! Corporate tobacco spends \$41.8 million dollars promoting their deadly products in Montana. They use lies and manipulation. That's why reACT uses everything we've got to fight against them—our brains, our connections and our willpower. reACT members, called reACTors, can be found all across Montana and have one thing in common: when corporate tobacco targets reACTors, we don't just sit there—we take action. We reACT. And we get noticed.



b. How did reACT start?

The beginnings of *reACT* can be traced to the *reACT* Core Team (RCT), which first convened in January 2006. These 19 teens from across the state were brought together to create the movement. They selected the name, logo and key messages.

reACT's kickoff summit was held at Montana State University-Bozeman in June 2006. At the summit, now an annual event, 140 teens gathered to learn about reACT and how to take action in their communities.

c. What are the key messages of reACT?

Tobacco companies spend billions of dollars marketing to youth, because they need to replace over 400,000 US customers that die annually. And it works—most tobacco users report starting in their teens.

Because teens are being targeted, it is the mission of *reACT* to spread the knowledge that it's happening and encourage teens to take action against it!

reACT is against corporate tobacco—tobacco which is marketed and sold with the intent of



creating addiction and profit. reACT understands and respects this distinction from traditional tobacco, which is sacred in American Indian communities.

reACT is not against those who use tobacco, rather the industry that promotes, addicts and profits from it. reACT aims to de-glamorize tobacco.

d. Why reACT?

Many teens have an "immortality complex"—they don't believe tobacco will harm them. They think they can quit before addiction or health problems occur. Therefore, traditional health messages regarding tobacco will not usually resonate with them. For this main reason, the reACT! Against Corporate Tobacco movement focuses on the industry and their deception.

Teens, with a little adult guidance, know what types of messages and activities work best for their peers. This is why *reACT* is a teen-led movement.

Teens hate feeling taken advantage of or manipulated! If tobacco prevention is presented within the youth empowerment framework, it often inspires them to take action.

Teens love creative expression and being rebellious, and youth empowerment movements like *reACT* give them a structured, safe and meaningful way to be involved in such efforts.

A 'branded' movement will increase the continuity of programming activities in tobacco prevention across Montana and also give involved teens a common bond statewide.

e. Five components of reACT:

Education: reACTors educate their peers and the community about the corporate tobacco industry by exposing their lies and dangerous products. Teens distribute information by holding reACTivism events, gaining media attention, being involved in statewide and nationwide events and handing out fact-filled palm cards.

Activism: Also know as reACTivism, reACTors hold events to expose corporate tobacco's harmful and deceptive tactics. These high-energy activities engage local community members and raise awareness of tobacco issues among their peers, legislators and community members. In essence, they put their educational message into action!



Art: Art allows reACTors to creatively express anti-tobacco messages. Whether it's performing arts, screen printing or mural design; by creating unique materials, reACTors personalize their fight against corporate tobacco.

Branding: The identity of reACT is edgy, unique, outgoing and powerful. All reACT materials—including the Web site (www.reACTMT.com), T-shirts, posters for activism events and palm cards—exemplify the spirit of the program.

Media: Corporate tobacco spends millions targeting teens in Montana. reACT works with the media to counteract tobacco messaging.

f. reACT goals

- Complete anti-corporate tobacco activities while incorporating the five educational components of reACT (education, activism, art, branding and media)
- Create, motivate and facilitate new and existing youth empowerment Crews
- Decrease the initiation rate of tobacco use among youth
- Increase awareness of reACT and MTUPP programs

- Encourage youth-led anti-corporate tobacco reACTivisms
- Increase awareness of corporate tobacco's targeting of youth
- Increase media literacy, peer education and grass roots advocacy of all community-led tobacco use prevention programs

g. reACT Core Team

The reACT Core Team (RCT) is made up of approximately 15 teens, ages 13-18, from across Montana. Selected through a competitive application process, the RCT has been extensively trained in tobacco prevention and advocacy, and serves as the leader of the reACT! Against Corporate Tobacco youth empowerment movement. RCT members give valuable feedback and an important teen perspective on program initiatives and strategies and act as advocates for tobacco prevention in home communities.

Mission statement:

The *reACT* Core Team is an advisory board that leads the *reACT!* Against Corporate Tobacco movement to educate Montanans about the deceptive tactics of corporate tobacco and motivate teens to take action.



h. reACT LINGO

reACT Crews

reACT Crews are Montana teens coming together to make a difference and speak out about corporate tobacco's lies. These local reACT groups talk to teens, motivate teens and empower teens.

reACTivism

Expressing yourself. Starting a buzz. Being creative. A reACTivism is your own way of telling other teens about corporate tobacco's lies. It's about being proactive, getting attention, increasing *reACT's* membership—and saving lives.

reACTor

A teen member of *reACT* is known as a reACTor. But it's more than being a member. It's teens educating other teens about corporate tobacco's lies and manipulations. It's about teens empowering other teens—refusing to be a passive target—and reACTing.



CREW DEVELOPMENT

a. What is a Crew?

A *reACT* Crew is more than a club. Being part of a *reACT* Crew means being active—organizing reACTivisms and recruiting new reACTors.

Specifically, crews R.O.R.E!

- RECRUIT new members
- ORGANIZE events and reACTivisms
- REPRESENT the movement in their communities
- EDUCATE their peers about corporate tobacco and reACT

b. Top 10 reasons to be in a Crew

- 1. You can be empowered by standing up against corporate tobacco
- 2. You can get an interactive education
- 3. You can experience new things
- 4. You can meet new people
- You can enhance your college or job application
- 6. You can be active in your school and community
- 7. You can have FUN!
- 8. You can inspire family and peers to act against corporate tobacco
- 9. You can help educate others about corporate tobacco's deceptions
- 10. MAKE A DIFFERENCE!





c. Who should be in a Crew?

ALL TEENS! Any teen, ages 13-18, who wants to fight back against the corporate tobacco industry should join a Crew. The great thing about your Crew is that YOU make it what YOU want it to be.

There are tons of different ways to fight the tobacco industry. Whatever it is that you love, whatever talent or skills you have, that should be the starting point for the actions you take against corporate tobacco. If you're good at talking to people, try street marketing. If you're into art, make some palm cards or get a group together to make a mural. If research is your thing, find out what the tobacco industry is up to and spread that information to your friends in the Crew that are good at getting the word out. Whatever your skills, they can be used to fight against corporate tobacco.

d. Important recruitment questions

How many teens do you want to recruit?
 Setting a number will help you reach your goal. Be realistic. If you're starting a new Crew, you may want to concentrate on a smaller number of dedicated teens. If your Crew has been around for awhile, try recruiting more students from outside your typical group. Recruitment will always be a priority. With

SREW DEVELOPMENT

student graduation, group turnover and varying obligations, this will be one of your main focuses.

- What are you asking recruits to do?
 Ask the teens involved in your Crew to outline their own obligations. You may be surprised at what they expect of themselves. Assist them in deciding which roles they will hold and what events they should attend and participate in. reACT is a youth-led movement after all!
- How will recruits be held accountable?
 As mentioned above, ask teens what they need to expect from each other. Offering a rewards program or enacting a points system could encourage participation. Pizza parties are always a plus.
- Why would recruits want to be involved?
 Let current members share their reasons for getting involved with reACT. Youth to youth is more effective than adult to youth.

 Pair up current reACTors with new members who are joining for similar reasons.





e. Where to recruit?

Your Crew should be composed of your peers—your friends, classmates, sports team members or teens from other familiar groups or clubs. Recruiting people you already hang out with makes it much easier to have meetings and get stuff done.

Before trying to recruit individuals, reach out to groups that already exist, such as clubs and organizations at your school, the Boys and Girls Club, Girl or Boy Scouts, FFA, 4H, the YMCA and other community centers.

f. Make recruiting personal

- Invite someone to attend an event with you
- Tap into a friend's talent—whether it be writing, art or speaking. Get them involved!
- Make potential members feel welcome
- Be sure to follow up with someone who has shown interest
- DO NOT JUDGE!

g. Traditional recruitment methods

Flyers, brochures and newsletters are some common ways to recruit

SREW DEVELOPMENT

- Use reACT key messages or develop a slogan for your Crew
- Use pictures
- Include contact information
- Let someone who is not in your Crew read it over to make sure your message is clear

Palm Cards & Table Tents

Palm cards are generally half page, quarter page, or business card size and include imagery, facts, quotes and slogans. On your cards and tents, be sure to include a call-to-action, a graphic and contact information. Ready to print palm cards are available at www.reACTMT.com

Chalking

Chalking is writing your message on a busy sidewalk. This works well to publicize an event. Don't forget to include the name of your recruitment event, where it is being held, the date, time and contact information.







Announcements

Get your school's permission to make an announcement over the intercom or at a sports event. Write a script which includes a message about corporate tobacco, the name of the event, date, time and contact information. Practice your announcement and speak slowly and clearly.

Text messaging

Send messages about *reACT* to a mobile phone, PDA or other handheld device. Keep it short, no more than a couple of hundred characters in length. Don't forget you can also send a picture of an event or display—whatever will get out your message.

Online

Grab some digital gear from the *reACT* Web site (www.reACTMT.com), and use it to get the word out to your friends through social networking sites or instant messaging.

Online tips to remember:

- Protect your password. Make sure you really know who someone is before you allow them onto your friends list.
- Don't post anything your parents, principal or a predator shouldn't see.

CREW DEVELOPMENT

- What you post online stays online, forever! So think before you click.
- Don't do or say anything online you wouldn't do or say offline.
- Protect your privacy and your friends' privacy too. Get their okay before posting something about them or their picture online.
- Check what your friends are posting and saying about you. Even if you are careful, they may not be, which could put you at risk.
- Unless you are prepared to attach your social networking profile to your college or job application, don't post publicly.

h. Recruitment strategies

SHARE some facts. Do your friends know they are targets? Do your friends know how they are being manipulated by corporate tobacco? The more they know, the more likely they will be to get involved.





SHARE some quotes. There's nothing like hearing what corporate tobacco is saying straight from their lips. What does the tobacco industry have to say about you using their products?

SHOW the video. After the Teen Summit is all said and done each year, there will be a cool short video that will wrap up all the fun and excitement for the week.

DRAG your friends along. Actions speak louder than words. Have potential new members come along to an event with you. After they see you in action, they will want to join.



i. Meeting planning

Once you've established a Crew, you'll want to get together to start spreading the *reACT* message, hold events, learn new things and have fun! Here's how to make your meetings effective and accomplish all of your goals:

Purpose: It's important that the purpose of the meeting is clear to everyone when the meeting is being planned. If everyone knows what is going to happen at the meeting, they know it's important to show up. Are people supposed to experience something? Decide something? Plan something? Structure the meeting around your desired outcome.

Attendees: If you need certain people there to accomplish the goals of the meeting, then you need to work with them to plan the time and location. Also, who else will be there? Will everyone know what's going on? If not, recap the last meeting. Will new members be there? Include some introductions and icebreakers.

Location: If the meeting is at a location that makes it difficult for people to attend, they won't. Plan these aspects of your meeting so they are convenient for people, as well as conducive to the purpose. For example, a classroom is great for planning and decision-making, but wouldn't be ideal if you wanted to do a large activity.

Time: Set a time limit and stick to it. Make sure you structure the meeting so you get everything done in the allotted time. Everyone has lots to do, and if people feel like their time is being wasted, they won't come back.

Agendas: Planning is key to an organized meeting. Agendas outline what will happen during the meeting and who will be in charge of it. They guide the meeting, but they are also flexible. Changes can be made to the agenda as your crew adds items or changes the order of topics.



Below is a sample agenda with common meeting elements. Your agenda may or may not have all of these parts. The key is to get all the things that you need done accomplished in your meetings.

SAMPLE

AGENDA

Crew Meeting Month/Date, Year Time

- I. Introductions (5 minutes)
- II. Recap last meeting (5 minutes)
- II. Topic one (10 minutes)
- III. Topic two (10 minutes)
- IV. Topic three (10 minutes)
- V. Open questions (5 minutes)
- XI. Activity (15 minutes)
- XII. Closing remarks (5 minutes)





j. Meeting checklist

Below is a list of things that should be done and a place to put the name of who should do it. Feel free to add to your checklists.

Item	Person Responsible	Date Due	Completed
Reserve meeting space		3 weeks in advance	
Notify members of meeting time, date and location		2 weeks in advance	
Plan agenda			
Estimate how long each agenda item will take			
Make sure people presenting agenda items are prepared			
Make copies of agenda and any reports or handouts for all attendees			
Set up the meeting room			
Provide refreshments			

k. Leading a meeting

The person in charge of leading a meeting can help make sure the meeting flows smoothly and is effective. When leading a meeting, it's important to keep the following in mind:

- Help everyone at the meeting focus on the direction of the meeting, the purpose and the group
- Initiate discussion when the room is silent
- Watch members and pick up on non-verbal clues. Does someone's facial or body language tell you they agree or don't agree with a point?
- Encourage shy people to contribute to the conversation. Calling people by name can provide them the push they need to join the conversation
- Don't interrupt or take over the conversation
- Summarize the group's main points
- Keep track of the time. Encourage the group to make decisions within your meeting's allotted time
- Work toward a consensus—don't just let the member with the most voice determine all the decisions. How can things be modified so everyone is happy?



I. Making the most of your meetings

Set the Tone: Provide a meeting space that is both conducive to learning and comfortable for the attendees. An ideal meeting space is in a building that Crew members are familiar with, such as a community center or school. Try to arrange the chairs in a circle to enhance communication.

Set clear expectations: Collectively decide on what is expected regarding attendance and timeliness, as well as clear goals about what your Crew's mission is and how it ties into reACT!

Against Corporate Tobacco.

Reward reACTors: Give recognition to your Crew members for successes within your Crew. Reward them with small incentives such as reACT gear, candy, pens, posters, a pizza party, movie night or buttons.

Respect diversity: Teens from different cultures may see things differently. They may be used to different norms and customs. Create a positive environment by being flexible and open-minded. Provide opportunities for teens to share their experiences and learn from each other. Encourage members to articulate their needs as often as possible.

m. Follow-up

After the meeting is over, make sure to:

- · Clean up the meeting space
- Return any borrowed equipment
- Send thank-you notes to any guests
- Prepare minutes (detailed outline of what happened at the meeting) and send them out to everyone who attended and to those who missed the meeting
- Remind people of any commitments they made
- · Get ready to plan the next meeting!

n. Icebreakers

Icebreakers are activities that help people get to know other crew members. Icebreakers usually happen at the beginning of an activity or meeting so that people are familiar with each other. Icebreakers also serve as a way to relax a group and alleviate tense situations. Icebreakers are short activities lasting not more than five or ten minutes. For a full list of icebreakers visit the *reACT* web site at www.reACTMT.com and click on resources.





o. Maintaining Crews

The following will help your Crew members feel welcome and want to keep on reACTing.

Recognition: reACTors want to be recognized for their leadership. Give them recognition initially by the members of their own Crew and then by members of other groups. Individually recognize reACTors for their personal contribution to efforts they are involved in.

Respect: reACTors want respect. By joining in community activities, reACTors seek the respect of their peers, as well as adults. Teens often find their values, culture or traditions are not respected in a community. Give reACTors recognition for joining your Crew and respect for their values and beliefs.

Role: reACTors want to be leaders. Make sure your members feel they belong to the Crew. Give them a role that lets them feel their own unique contribution is appreciated. Give teens roles that support their strengths and talents. Remember that not every reACTor has the same role, but everyone needs a role to stay involved. Crews must find a role for everyone to maintain membership.

Results: reACTors want results. Set short-term goals that are achievable to prevent discouragement from your Crew. Crews will continue to attract people and resources if members feel they can accomplish their goals.







a. Planning your action

The most exciting part about being in a Crew is organizing and implementing events to take on corporate tobacco. No matter what the size or purpose of your action, there are always three main steps—identifying your message, identifying your audience and putting the two together for effective action.

b. Identifying a good message

The key to any ACTION is the message that you are trying to communicate. After all, that is the main purpose of most actions. So what makes a good message? A good message is any point that you can make in 10 words or less. You want to make sure it is very specific, easy to understand and something people should know.

c. Audience

Once you know your message, the next step is figuring out who you want to receive that information. The audience that you choose for your action is going to help you decide a variety of things, including the action location, the action date and time and the kind of action.

d. Catering the message

The audience should be the people who directly affected by the information you are presenting or the people who are in charge of making the decision you want changed. If you want youth to know they are being targets, then your audience is 13-18 year olds.

REACTIVISM

e. Connecting the message

Once you have determined your message and audience, you can start planning your action. Obviously, a message created for your friends at school is going to take a completely different action than convincing your local community leaders to support clean indoor air legislation.

Once you have an idea of the action you want to take, there are some key things you may need to think about:

 Materials: What kinds of materials will you need? Where are you going to get them? Can you get them donated?







- Permits and permission: Is your location public or private? If it's a public place, you may need to get a permit from the city to take action or hold an event there. If it's private, you will need to speak to the owner or the public relations coordinator to see if they will allow you to take action on their property.
- Artwork: What kind of visuals do you have?
 Do you need to get some people in your Crew to make some backdrops, posters, stickers or palm cards?
- Staff: Who from your Crew will be there to set-up the event? Man the event while it's going on? Talk to the media? Talk to the public? Help clean-up? It's important that these jobs be assigned beforehand so everyone knows what is expected of them and all bases are covered.

f. Key steps

PLAN IT! Plan for counter-arguments. How do you do that? Easy, RESEARCH! Know the facts, know NUMBERS. After you've researched, choose two or three key points for your message.

PRACTICE, PRACTICE, PRACTICE your message! To your Crews, your family, your siblings, your friends, anyone!

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CONSISTENCY—Before you head out on the action trail, make sure everyone in your Crew knows the message and its key points. This will be very, very effective in the movement you want to create!







Getting information out is easy! Below is a list of things you can do to promote awareness of corporate tobacco and *reACT*. These are just a starting point—feel free to personalize them and make your own!

a. Paper reACTivisms

Brochures: reACT! Against Corporate Tobacco brochures should have short and sweet outlines that are easy to read. They can help your peers understand what reACT is all about.

Posters: Go wild on posters! Really, the creation is up to you! Just remember to make it easy to read and appealing to the eye.

Palm cards: These are about the size of a business card and include imagery made by you, as well as tobacco facts and quotes. The best part is you decide what goes on it!

Potty press: This is a flyer with tobacco awareness and prevention information put up in bathroom stalls. They are an inexpensive and unique way to get information out to other students.

Letter campaigns: Write these to your school administrators, local business owners, newspaper editors or other community members.

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b. Art activities

Zines: These are magazines that you create. Include facts, poems, tobacco company quotes, reACT group information and drawings and pictures. Include anything you think is creative and will communicate your message.

Pledge wall: Have people write messages and pledge to quit using tobacco or prevent others from starting. Create a memorial to people that die each year in the US or the number of people that die in Montana as a result of tobacco-related diseases. Make up "Hello My Name Is" name tags or use personal items such as shoes to symbolize all the people who have lost their lives to tobacco in the last year.

Knock out tobacco ads: Gather as many tobacco ads as you can, create a mural and destroy the ads by painting tobacco facts or other info all over it. Then display it for your school.

Dramatic renditions: Create and perform one-act plays or dramatic readings of classic and infamous tobacco company quotes. Show what you've created to your fellow students!

Contests: Conduct T-shirt, art, billboard design, poster or public service announcement contests at your school.





Photographs: Take pictures of reACTivisms you perform with your Crew, and share them with people in your community. Educate them about why you did the activities and how corporate tobacco targets you! Or, submit your Crew's pictures to the *reACT* web site by emailing them to mtreact@mt.gov to inspire other Crews around the state!

c. Event activities

Days of Celebration: Use a startling statistic about how many people die from tobacco-related illnesses every day, either in the US or in Montana, and plan a reACTivism around the fact. Try this for Red Ribbon Week, World No Tobacco Day, Kick Butts Day or Through With Chew Week.

Take it to the streets: Create signs and posters with quotes from corporate tobacco and walk around your community. Let them know what tobacco companies really think.

e. Key steps

Here's a little list of things to remember when doing a reACTivism event:

Be polite—your parents probably said it best, but "please" and "thank you" go a long way. It goes without saying, but always be on your best behavior. Do not berate people for smoking and avoid engaging in hostile conversations. You are

REACTIVISM ACTIVITIES

there to educate in a fun, creative and new way, not to argue.

If you don't know the answer, ask someone who does! You will usually be in a large group of people, so if someone asks you something you are unsure of, say "You know what, I'm not really sure what the answer is, let me check with someone who does." As activists, we do not want to be spreading misinformation, because it leads to confusion.

Always stick to your key messages! Key messages are short and sweet, usually no more than 10 or 12 words, and sum up what you want people to take away from the event. Agree upon two or three key messages before any reACTivism so that everyone is on the same page.

Have fun! It may seem obvious, but reACTivisms should be fun. The point of youth activism is that it's new, fresh, vibrant and young. Keep it that way and enjoy yourselves!

Create awareness. Its always important to let people know who you are, what you're involved in and why. Always provide them with the opportunity to get involved themselves. When handing out information, make sure you add your contact information and date for upcoming meetings if possible.



Media outlets can get your message out to large numbers of people. Reporters can raise awareness about our messages, get attendance at events and attract supporters to our cause.

a. What is media?

Media generally fall into three categories:

Print: This includes daily and weekly newspapers, magazines, journals, student newspapers—basically any written publication for the public.

Broadcast: This includes radio and television stations. This includes major networks such as ABC, CBS, NBC and sister stations or cable networks such as CNN, MSNBC, MTV and TNT. Local television stations as well as university and local channels are included in this category.

New media: This category of media includes recently developed technologies, specifically the Internet. This includes online newspapers, blogs, podcasts and other emerging media technologies.

MEDIA

b. Why is media important?

Media is important because it takes your message to the public. It's the easiest way to attract attention from a lot of people, and it gets them talking about *reACT* and the deceptions of the tobacco industry. Also, it makes you FAMOUS!

c. How do you reach media?

Getting media attention is not as hard as it may seem. Media outlets are always looking for positive stories about local teens making an impact. But, they don't always know everything that is going on. You have to let them know about what you are doing.

Key steps:

The following are things that you should keep in mind when designing an event for media coverage:

- Is the event TIMELY? Is it based around new information or tied to a recent event?
- Is it RELEVANT? Is the information something that affects people's everyday lives? Is it in the media's coverage area? Does it involve local students? Media always prefer to cover local events involving local people.



- Is it SURPRISING? Does your event tell the public something they didn't already know?
- Is it HELPFUL? Good stories often provide information that helps or benefits the public.
- Are there good PHOTO OPPORTUNITIES?
 Newspapers want some eye-catching photos, and TV can't run a story without some footage.
 To make sure you get your story out there, be sure to have something visually interesting.

d. Media advisories

A media advisory tells the media about an upcoming event and invites them to cover it. Keep it to a page, and only include the most important details. If you give away too much, the media might think they already know everything and not show up.

Remember to include:

- The name of your event
- Some basic information about your Crew
- Time, date and location—give directions!
- · A contact number so media can call you

MEDIA

e. Press releases

Press releases, sometimes called news releases, are used to notify the media about news or information that will result from an activity.

Press releases are sent a few days before an event, the day of or the day after. It's best to e-mail or fax the release. Be sure to find a person who needs to receive your press release. Follow up with a phone call and tell the media contact more about your Crew and *reACT*.

To write a good release, you identify what about your subject is important and newsworthy.

All of the essential information summarizing the whole story—and answering journalism's five W's (who, what, when, where and why)—should be contained in the first paragraph of the news-style release. With all of the information in this lead paragraph, the reader gets the point of the story even if he or she only reads the first sentence or paragraph.

The remaining paragraphs should be used to back up the lead statements with facts and quotes—saving the less important details for last.





f. Press release example

For Immediate Release Contact: [[INSERT DATE]] [[INSERT NAME, CONTACT INFO]]

(Crew Name) Joins National Kick Butts Day Initiative

Annual event aimed to empower youth to take action against corporate tobacco

(City, MT)—Young people from (Crew Name) are joining thousands of students across the country (Day, Month Date) to take part in Kick Butts Day, a national initiative to empower young leaders to stop youth tobacco use.

"Kids are a powerful part of the solution to reducing youth corporate tobacco use," said (Organization Name) (Title) (Spokesperson Name). "We are sending two important messages: we want the tobacco industry to stop targeting youth with advertising and we want better clean indoor air regulations."

As part of Kick Butts Day, (Coalition Name) has planned the following activities:

- · Activity, Brief Description, Location, Time
- Activity, Brief Description, Location, Time
- Activity, Brief Description, Location, Time (continue for each activity)

MEDIA

Tobacco use is the leading preventable cause of death in the U.S., killing more than 400,000 people every year. Every day, more than 4,000 kids try their first cigarette; another 1,000 kids become addicted smokers, one-third of whom will die prematurely as a result.

(Paragraph on organization—for example: reACT is Montana's teen-led movement against corporate tobacco. reACT joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death—commercial tobacco use.)

For more information about (Coalition Name), the Montana Tobacco Use Prevention Program and activism against corporate tobacco, visit (Coalition's Web site address) or www.reACTMT.com. For information on the national initiative, visit the Kick Butts Day Web site at www.kickbuttsday.org.

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g. Tips for press releases

- The 5Ws and H happen in the first paragraph
- Releases are about one—two pages, double-spaced
- Contact information is located at the top of the page
- There are always two or three quotes from the Crew or community members
- At the end of a release, information gets very broad. This form of news-writing style is called the Inverted Pyramid, and it means that the most important information is in the beginning, and then it expands to other information.

h. Getting in the news: 20 ways to do it!!!

All of these events could be newsworthy:

- · Pass a resolution
- Stage a special event
- Have a contest
- Honor an institution/politician
- Hold a demonstration
- Celebrate an anniversary
- Work with a local celebrity
- · Conduct a poll or survey
- Partner with another well-known organization
- Hold a debate
- Tie in with a national news story/trend
- Issue a report
- Have a demonstration
- Start a petition
- Hold a rally
- Create an award

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- · Give a speech
- Take a trip
- Celebrate a holiday
- reACT

i. Interview tips

The more you talk to the media, the easier it gets. Here are some tips to make sure your interview goes smoothly.

- Know what you want to say. Review the key messages ahead of time
- Get the details. Ask questions beforehand to be prepared
- Practice, practice, practice... and practice some more
- Be short and sweet. Get to your point as quickly as you can
- Bridge! Whatever the question, use a key message in your answer
- · Be heard! Speak loudly, clearly and slowly
- Don't know the answer? It's ok! Don't make one up
- Listen up: Make sure you listen to the questions fully before you answer
- Stay calm and collected. Remember, you're the expert
- There is no such thing as "off the record"
- Asked about a problem? Talk about a solution



j. Talking Points

- Tobacco companies spend billions of dollars marketing to youth, since they need to replace the 400,000 customers that die annually. And it works—most tobacco users report starting in their teens.
- Since teens are being targeted, it is the mission of reACT to spread the knowledge that it is happening, and encourage teens to take action against it.
- reACT is against corporate tobacco—tobacco
 which is marketed and sold with the intent of
 addiction and profit. reACT understands and
 respects the distinction from ceremonial or
 traditional tobacco, which is sacred in the
 American Indian community.
- reACT is not against those who use tobacco, but rather, the industry that promotes, addicts and profits from it. reACT aims to renormalize and deglamorize tobacco.

k. Public Service Announcements (PSAs)

Public Service Announcements or PSAs are a great, inexpensive way to let the public know about an action, get your message out, or recruit for your Crew.

PSAs are short audio messages, and are typically aired for free by radio and TV stations.

MEDIA

You can either write a short script that is read by the on-air personality, or you can prepare a pre-recorded PSA to be aired by the station. Before you get started, contact your local station and ask them for any guidelines you should follow to develop and submit your PSA.

I. News conferences

Hold a news conference to get out important information to all the news outlets at once. A news conference is a meeting you hold for all reporters—radio, television and print. First, speakers from your Crew give information, followed by a question/answer (Q&A) session for members of the media.

News conferences should be held if there is new data about corporate tobacco, or if there is a special event that will take place. They usually last 20-30 minutes. Make sure you are organizing a news conference for important news; if you call one for something that isn't relevant or timely, reporters won't respond to any of your further media requests.

m. Media kits

A media kit is a complete package of information that you can hand out to reporters at your events. Traditionally, media kits include the following items:



- News release
- Fact sheets
- · Background fact sheet
- Biographies on key youth
- Examples of past media clips from other events
- Anything else you think will help the reporter understand you, your event and the movement

n. Give thanks

Thanking the media, schools and businesses that have helped you in any part of your Crew/project/reACTivism activity is crucial. You could send a card, balloons, flowers, give them a call or vocally recognize them at your event.



reACT is one of many youth-led anti-tobacco movements across the country. Check out the following Web sites to learn what other groups are doing.

STATE:

Colorado

Get REAL www.getrealcolorado.com

Florida

SWAT (Students Working Against Tobacco) www.gen-swat.com

Hawaii

REAL

www.therealmessage.net

Indiana

VOICE

www.voice.tv

WhiteLies

www.whitelies.tv

Iowa

Just Eliminate Lies www.JELiowa.org



Kansas

TASK (Teens Against Smoking in Kansas) www.kstask.org

Massachusetts

Get Outraged www.getoutraged.com

Minnesota

Catalyst www.bethecatalyst.org

Montana

reACT! Against Corporate Tobacco www.reactmt.com

Montana Tobacco Use Prevention Program http://tobaccofree.mt.gov

Native American Tobacco Coalition of Montana www.keeptobaccosacred.org

Nebraska

No Limits www.nolimitsnebraska.com

New Hampshire

Dover Youth to Youth www.doveryouth.org

New Jersey

NJREBEL www.njrebel.com

New York

Reality Check www.realitycheckny.org

North Carolina

Step Up NC www.stepupnc.com

Oklahoma

OK SWAT (Students Working Against Tobacco) www.okswat.com

South Carolina

Rage Against the Haze www.rageagainstthehaze.com

West Virginia

Raze www.razewv.com

Wisconsin

FACT www.fightwithfact.com





NATIONAL:

American Cancer Society

http://cancer.org

ACS provides advocacy, research, education and service to eliminate cancer, including tobaccorelated cancers, as a major health problem and organizes the annual Great American Smokeout every November.

American Heart Association

http://americanheart.org

AHA provides advocacy, research, education and other resources to reduce tobacco use and other risk factors for heart disease and stroke.

American Legacy Foundation

http://americanlegacy.org

A national, independent, public health foundation located in Washington, DC, Legacy is committed to working with other organizations that are interested in decreasing the use of tobacco by Americans. Among Legacy's top priorities are to reduce tobacco use by young people and to support programs that help people quit smoking.

American Lung Association

http://lungusa.org

ALA provides advocacy, school programming, research and services to fight emphysema, lung cancer and other lung diseases with a special emphasis on asthma, tobacco control and environmental health.

Campaign for Tobacco-Free Kids

http://tobaccofreekids.org

The Campaign for Tobacco-Free Kids is building a healthier future for youth by changing public attitudes and public policies regarding tobacco use. It strives to prevent youth from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery, and more.

Kick Butts Day

http://kickbuttsday.org

The Kick Butts Day web site is your resource to create your own KBD activity and to stay involved in the fight against Big Tobacco throughout the year. Request a guide, register your event and browse through activity ideas, media materials and additional resources.





Centers for Disease Control and Prevention

http://www.cdc.gov/tobacco
Access the Surgeon General's reports on tobacco
as well as other tobacco-related education and
research materials.

http://www.cdc.gov/tobacco/tips4youth.htm
A section just for kids (educators and parents too)
on the Centers for Disease Control web site.

http://www.cdc.gov/tobacco/sports_initiatives_splash.htm

This tobacco-free sports initiative encourages youth to play sports as a way to maintain physical fitness and resist pressures to smoke.

Do Something

http://dosomething.org

Do Something inspires, supports, and celebrates young people changing their world. Do Something coordinates "Secondhand This!"—a campaign to prevent exposure to secondhand smoke—every October.

Ignite

http://ignitegeneration.org Ignite is a national organization created and run by youth. Its goal is to hold public officials accountable for allowing tobacco companies to continue to target kids.

National Spit Tobacco Education Network (NSTEP)

http://nstep.org

NSTEP is a program of Oral Health America that is educating people, especially young people, about the dangers of spit tobacco use, and helping users quit.

Streetheory

http://streetheory.org

Streetheory is one of the American Legacy Foundation's four youth activism programs, joining the Project 2030 intern program, the Speakers Bureau, the Youth Activism Council and Youth Leadership Institute. The youth activism programs are designed to help youth and the organizations with which they work to spread the word about the tobacco issue.

Tar Wars

http://tarwars.org

Tar Wars is an innovative and fun program that teaches fifth graders about the short-term, image-based consequences of tobacco use and how to think critically about tobacco advertising.

Through With Chew

www.throughwithchew.com

The Through With Chew Web site is a great resource for information and activities to educate about the dangers of spit tobacco.



truth®

http://thetruth.com truth® is a nationwide teen tobacco prevention campaign.

GLOBAL:

Essential Action

http://www.essential.org
The goal of Essential Action is to encourage
citizens to become more involved in their
community by providing them with information
on topics often neglected by policy makers and
the media.

GLOBALink

http://globalink.org
GLOBALink is an online resource bringing
together tobacco control advocates from around
the world and giving them a place to obtain and
share information.

Global Youth Advocacy Training Network (GYAT)

http://GYATnetwork.org

The Global Youth Advocacy Training Network is a group of Tobacco control activists from around the world who are exchanging ideas to fight back against the tobacco industry.

APPENDIX I: RESOURCES

World Assembly of Youth

http://way.org.my

WAY serves as a bridge between the youth of the world and the United Nations. It serves as an international coordinating body for youth organizations around the world.

World Health Organization

http://who.org

The World Health Organization is the United Nations agency dedicated to health. The WHO exists with the objective of attaining the highest possible level of health for all people around the world.







This glossary is a mix of media definitions, *reACT* terms and acronyms you may be exposed to through your empowerment experience.

Activism: a doctrine or practice that emphasizes direct vigorous action, especially in support of or opposition to one side of a controversial issue.

ACS (American Cancer Society): one of the leading national not-for-profit organizations involved in tobacco use prevention work.

Advocacy: the act or process of advocating, supporting a cause or proposal.

Agenda: a list or outline of things to be considered or completed.

Audience: a group of listeners or spectators.

AHA (American Heart Association): one of the leading national not-for-profit organizations involved in tobacco use prevention work.

ALA (American Lung Association): one of the leading, national not-for-profit organizations involved in tobacco use prevention work.

AMDD (Addictive and Mental Disorders Division): a program of the Montana Department of Public Health and Human Services that coordinates substance abuse prevention and receives funding from the Montana Tobacco Use Prevention Program. They administer the SYNAR Compliance Check program and also coordinate the Prevention Needs Assessment program.

ATS (Adult Tobacco Survey): an annual household telephone survey conducted in 17 states under cooperative agreement with the CDC. This survey uses a standardized core of questions, but allows individual states to append additional questions specific to tobacco use issues in their states. The ATS serves as a key source of current year and longitudinal data for MTUPP.

BACCHUS: The BACCHUS Network; a college and university-based network of student peer education programs, devoted to the prevention of alcohol and drug abuse and other student health and safety concerns. BACCHUS coordinates the MTUPP Collegiate Tobacco Use Prevention Initiative.

Badvertising: re-creating tobacco advertisements with a truthful message about how tobacco is really perceived and how it affects the user.





Best Practices: Activities that have been proven to achieve outcomes.

Billboard: 1) An outdoor advertising structure. 2) In broadcast, a brief announcement (usually 5-10 seconds in length) that identifies the advertiser at the beginning, end or during breaks of a broadcast

Blog: Blog is short for Web log. A Web log is a journal or newsletter that is frequently updated and intended for general public consumption.

Branding: the promoting of a product or service by identifying it with a particular brand.

Broadcast: To transmit to every receiving station within a geographic area. Non-cable TV, FM and AM radio are examples of broadcast networks.

BOH (Boards of Health): local Boards of Health (county or regional) are required to implement public health programs to protect health, and includes efforts to prevent corporate tobacco addiction and implement/enforce the Montana Clean Indoor Air Act.

BRFSS (Behavioral Risk Factor Surveillance System): an annual household telephone survey conducted by each state's health department under cooperative agreement with the CDC. This survey system tracks a broad number of risk factors associated with chronic disease and health issues.

Campaign: Entire advertising effort conducted within a predetermined time frame, usually driven by a set of advertising goals.

CDC (Centers for Disease Control and Prevention): a federal agency within the US Department of Health and Human Services (DHHS), that provides part of the funds for MTUPP and is a valuable resource providing technical assistance.

Chalking: writing your message on heavily-trafficked sidewalks using chalk.

CIAA (Clean Indoor Air Act): Montana's statewide law, which went into effect on October 1, 2005; restricts smoking in all places accessible by the public. Bars can request to be excluded from the law until October 2009.

Crew: this is the grass roots arm of the movement. Anyone can be in a Crew. Crews talk to their peers, organize events, make artwork and fight corporate tobacco anyway they can.

Consistency: agreement or harmony of parts or features to one another or a whole.





Corporate Tobacco: large tobacco companies that make most of the brands you are familiar with.

Coverage: The number or percentage of the audience exposed to a medium or to an advertising campaign.

DPHHS (Montana Department of Public Health and Human Services): the state's leading public health authority; includes the Chronic Disease Prevention and Health Promotion Division and the Montana Tobacco Use Prevention Program.

Empowerment: to promote the self-actualization or influence of a person or group.

Grass Roots Advocacy: education at a ground-level, local atmosphere.

Immortality Complex: lasting quality or state of being.

Internet: an electronic communications network that connects computer networks and organizational computer facilities around the world.

Inverted Pyramid: style of news writing that has pertinent information in the beginning of an article then expands to broader noteworthy information.

Lobbying: to promote (as a project) or secure the passage of (as legislation) by influencing public officials.

Media: the vehicles used to convey messages to the public.

Media Kits: a complete package of information that you can hand out to reporters at your events

Media Literacy: the ability to recognize and understand ideas conveyed through visible actions or images.

MSA (Master Settlement Agreement–Tobacco Settlement): A legal agreement reached between four major tobacco companies and the Attorneys General of 46 states, settling state lawsuits brought against the tobacco industry to recoup the states' cost of treating tobacco-related illness. The agreement includes a projected cash payout of over \$200 billion to the states over 25 years, as well as marketing restrictions and the release of millions of pages of internal tobacco industry documents.





MTUPP: Montana Tobacco Use Prevention Program.

New Media: a category of media that includes recently developed technologies, specifically the Internet. This includes Internet newspapers, blogs, pod casts and other emerging media technologies.

News Conference: event where news results or outcomes of a situation are announced, with a question and answer session.

Palm Cards: Cards about the size of a business card that include imagery, facts, quotes and slogans to fight corporate tobacco.

Pledge Wall: wall containing signatures of individuals agreeing to not do an action.

PDA (Personal Digital Assistant): an electronic device which can include some of the functionality of a computer, a cellular phone, a music player and a camera.

PSAs (Public Service Announcements): short messages that are played on media stations without charge.

Press Release — announces news or information that will come out as part of your activity.

Print: publications in print for the public.

reACT Core Team: youth around the state, selected through an application process to serve as decision-makers of the movement.

Replacement Smoker: younger generation of people needed by Corporate Tobacco to take the place of deceased smokers.

Sacred Tobacco: Sacred tobacco is used in American Indians' ceremonies for healing, prayer and offerings. It contains no nicotine and is not inhaled; therefore, sacred tobacco does not harm you, and does not cause addictions or premature death.

Secondhand Smoke (SHS): Pollution created from exhaled pipe, cigar or other smoking tobacco products. This is often referred to as "environmental tobacco smoke (ETS)," which has a more passive connotation and softens the notion that the smoke could ever be controlled. Secondhand smoke terminology focuses on the origin of the problem and is more useful in promoting community change.

Table Tents: paper shaped in triangles or cylinders that stand up on tables.





TPAB (Tobacco Prevention Advisory Board):

the board consists of 15 members, including four regional representatives, appointed by the director of the Montana Department of Public Health and Human Services. Its role is to gather information and advise the department on the administration of its Tobacco Use Prevention Program.

YRBSS (Youth Risk Behavior Surveillance

System): a national survey administered in oddnumbered years by the Montana Office of Public Instruction under cooperative agreement with DASH, a division of the CDC. This survey is directed towards middle and high school grade levels and monitors six categories of priority health-risk behaviors, including tobacco use. The survey is a primary source of current and longitudinal data for MTUPP.

Zines: homemade magazine that includes facts, poems, tobacco company quotes, *reACT* group info, drawings and pictures made by you.







